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Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Advertisers hold firm

Ad budgets steady, but concern grows

An Advertising Age roundup

Consumer-product marketers are holding firm on ad budgets following the Oct. 19 "Black Monday" stock market drop, but concerns about consumer confidence are increasing.

Automobiles and financial services have the biggest worries, but Black Monday is having a psychological impact on everything from fast-food to computers sales.

"To use a Los Angeles metaphor, it's an earthquake but we don't know what the damage is yet," said Dick Vaughan, Los Angeles-based corporate director of research for Foote, Cone & Belding Communications.

In trying to assess the damage, a category-by-category survey was taken looking at the current outlook of consumer marketers:

Automobiles

The emerging question for auto marketers is not whether there will be a sales drop but "how deep it will be?"

"I don't think the underlying economic facts should have the industry go off more than 10% at this time," said Chrysler Corp. Chairman Lee Iacocca at his quarterly press conference. But he expressed the widespread industry fear that shaken consumer confidence will lead potential buyers to postpone purchases.

"I don't think anybody in the world knows" how deep a downturn will be, Mr. Iacocca said.

No auto marketers admit they have cut ad budgets yet, but

(Continued on Page 106)

Inside:

- European financial ads take a hit—P. 73
- Agency analysts worry about fourth quarter—P. 107

Consumer worry keeps on rising

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CHICAGO—Consumer pessimism appears to be growing.

An ADVERTISING AGE "Consumer Misery Index" measuring the impact of the stock market activity on consumer buying attitudes jumped dramatically last week, well after the Oct. 19 "Black Monday" stock-market plunge *(see related chart on Page 106)*.

Data supplied by Leo J. Shapiro & Associates, a Chicago consumer research company, show that the percent of Americans saying the near-crash was very important to them personally rose from 8% to 15% between the week of Oct. 19 and the week of Oct. 26.

Significantly, the percentage saying they plan to cut back on consumer purchases also increased.

About 24% of 194 families surveyed nationally Oct. 27 and Oct. 28 said they feel like cutting back on spending for food at home, compared with 20% of 502 families surveyed Oct. 20 and Oct. 21.

In the latest survey, 6% say they feel like increasing their purchases, and 70% opted for no change.

There also was an increase in the percentage who are cutting back on eating out, from 22% in the first survey to 30% in the latest survey. Last week 2% said they feel like eating out more, and 69% opted for no change.

The percentage saying they feel like cutting back on gasoline purchases rose from 12% to 19%, with

(Continued on Page 106)

Grant ousted as 'sweeps' begin

CBS faces crucial test

By VERNE GAY and JAMES P. FORKAN

NEW YORK—CBS is under fire again.

The network's top programmer stepped down late last week, just as the network enters the crucial November "sweeps" period. For the first time in more than a decade, CBS is entering the sweeps as the third-ranked network in prime-time ratings.

Even more critical: CBS' faltering schedule could cause a severe advertiser "make-good" crunch in the first quarter. Agency sources said the network has large audience deficits on several nights.

Bud Grant, president of CBS Entertainment and a 15-year company veteran, said Oct. 30 he would leave the company to form his own production company. If the CBS prime-time schedule does not improve, other top CBS executives could also leave.

Rumors have circulated for months about the continued tenure of CBS/Broadcast Group President Gene Jankowski. Messrs. Jankowski and Grant could not be reached at press time.

Kim LeMasters, VP-programs, was named the acting head of CBS Entertainment.

CBS is blaming its plight on ABC's telecasts of the World Series; experts say that is a valid ex-

(Continued on Page 104)

Last Minute News

Johnson, JWT split on haircare

RACINE, WIS.—S.C. Johnson & Son has pulled three haircare brands, worth an estimated $15 million, from J. Walter Thompson USA, Chicago. The Halsa Swedish Botanical Formula account went to Lotas, Minard, Patton, McIver, New York. Agree and L'Envie Parfum shampoos and conditioners will be reassigned, possibly to other Johnson agencies Foote, Cone & Belding and HDM Dawson Johns & Black, both Chicago. The marketer called the split a "mutual decision," reflecting JWT's concerns about conflicts with clients at other offices. JWT still will handle Edge shaving gel and Soft Sense lotion, worth a combined $5 million, and international business.

Esty beefs up for Jeep-Eagle

NEW YORK—William Esty Co. will open 20 to 25 field-service offices around North America to serve

(Continued on Page 8)

Ney recruits Bush ad team

By STEVEN W. COLFORD

WASHINGTON—Former Young & Rubicam Chairman Edward Ney is recruiting high-caliber ad talent for Vice President George Bush's presidential campaign.

The ad team may resemble the famed Tuesday Team, which propelled Ronald Reagan to a landslide re-election in 1984.

Mr. Ney, now chairman of PaineWebber/Young & Rubicam Ventures, said last week he is talking to agency executives to help shape Bush campaign advertising in 1988.

Roger Ailes, of Ailes Communications, New York, is the vice president's top political media adviser.

"If George Bush is lucky enough to be the party's candidate, how we'd handle campaign advertising is still to be determined," Mr. Ney said. "But I wouldn't

(Continued on Page 104)

Celebrity wars

The long-awaited Michael Jackson commercial for Pepsi-Cola (bottom) finally hit the airwaves last weekend, and coming up next is Pierce Brosnan's second action-packed commercial for Diet Coke (above). See stories on Page 3.

Highlights

Taking cholesterol claims to heart 4
High-fiber claims still are hot in food advertising, but low-cholesterol claims may get even hotter. The National Blood Heart & Lung Association's National Cholesterol Education Program is raising consciousness about elevated cholesterol levels. That puts food marketers such as Campbell Soup Co., Procter & Gamble Co. and Quaker Oats Co. in line to profit.

Corporate Closeup: White Castle 6
White Castle System would seem an unlikely threat to rival restaurant chains. After all, its total 1986 sales are matched by the McDonald's Corp. every eight days. Yet the granddaddy of limited-menu, quick-service restaurants has raised the eyebrows of its larger, wealthier and younger competitors.

P&G, Upjohn's hairy deal 12
Procter & Gamble Co. and Upjohn Co. jointly will develop shampoos and other haircare products containing minoxidil, Upjohn's potentially revolutionary anti-baldness treatment. Upjohn said the long-term agreement with P&G will result in easier-to-use and more effective baldness remedies.

JWT hunting up new business 24
James Heekin III's first order of business is finding a new-business director. As the new general manager of J. Walter Thompson USA's New York office, replacing income from the $200 million loss of Burger King Corp. is a priority. Although the office recently added the $4 million Six Flags Great Adventure account, it will take more than that to do the job. The office needs bigger—and national—accounts.

Sears planning more for your life 28
Sears, Roebuck & Co. has been getting its Kenmore washers and refrigerators from Whirlpool Corp. since before World War I. But the marriage that helped make Kenmore powerful may be splintering. Sears is planning to test selling national brand-name products in its appliance department; it also will expand its limited assortment of brands in electronics.

Subaru redo 46
Subaru of America is boosting ad spending and giving a bigger marketing push to its low-price models. The Japanese importer will use a two-pronged marketing strategy, with the $10,000 price level as the dividing line. The 11-year themeline, "Inexpensive and built to stay that way," is being retained only for the entry-level Justy line. The theme "We built our reputation by building a better car" will be used for more expensive models.

INTERNATIONAL

Market crash hits world financial ads 73
The worldwide stock market crash could bring to a halt the European trend of heavily advertising the sale of government-owned companies. The most immediate reaction came from the U.K., where the government canceled the campaign to sell off the rest of British Petroleum. In France, 65 companies are scheduled for "privatization" over the next seven years.

Italian controversy over Fiat TV deal 73
An Italian publishing company controlled by Fiat SpA is ready to take a 50% stake in TV station Telemontecarlo, causing fear among Italian politicians, labor union leaders and mass-media experts. Reason for this is that Fiat, which controls a large share in the Italian press and telecommunications, will have a monopoly on the country's communications industry.

OTHER NEWS

The CBS and NBC television networks are reaching into their news departments for future prime-time series. CBS' "48 Hours," to be anchored weekly by Dan Rather, has been given the go-ahead for a January start. NBC has announced a news/entertainment/-sports series to counterprogram CBS' "60 Minutes." Page 56.

Volkswagen U.S. will try to build a "great-to-drive" marketing platform that will carry the launches of two major new products. With its new advertising strategy, Volkswagen joins the trend to emphasize brand character rather than individual models. Page 94.

Perspectivas

ADVERTISING AGE introduces *Perspectivas*, a monthly section covering all aspects of marketing to hispanics, including corporate, agency and media activity, new research, market analysis and commentary. This special section investigates the Tampa, Fla., hispanic market, monitors product activity, covers TV station launches and hispanic agency affiliation and assesses the general-market media's impact on hispanic consumers. Page 42.

SPECIAL REPORT

Marketing /Advertising Research

***Marketing/Advertising Research**—As an ever-increasing number of candidates—even for state and mayoral races—turn to sophisticated polling techniques, business opportunities for political researchers are proliferating. In addition to profiles of 14 of the leading political pollsters, research methods in China and former Arbitron chief Ted Shaker are profiled. Starts after Page 56.*

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Ayer shuffles to serve BK

By JON LAFAYETTE

N W Ayer is boosting the national authority of its New York executives to improve coordination on its $200 million Burger King Corp. account.

Ayer last week created Ayer USA, which includes all the agency's domestic offices. Many of those offices will be servicing the account.

Jerry Siano, 52, who had been chairman of Ayer's New York office, was named chairman-ceo of Ayer USA, and Patrick Cunningham, 44, was named chief creative officer. Mr. Cunningham had been managing director of creative services for the New York office.

Exec VP David Means, 58, who had been in charge of several of Ayer's offices outside New York and reporting to N W Ayer Chairman Louis Hagopian, now reports to Mr. Siano.

"So much of our business involves multi-office clients that it makes sense to have a U.S. operation bringing all offices together under Jerry," Mr. Hagopian said.

At the same time, Ayer's New York office has been divided into five operating groups, each headed by a managing director of account services, who will report to Mr. Siano, and a managing director of creative services, reporting to Mr. Cunningham.

The reorganization follows a year in which Ayer bought and absorbed Cunningham & Walsh, was discharged by the U.S. Army amid controversy and, on Sept. 28, won the Burger King sweepstakes, taking the account from J. Walter Thompson USA.

Earlier this year, Young & Rubicam, which took over the Army account, similarly divided its New York office into three smaller working groups.

The agencies see this arrangement as a way to have senior people working more closely on client business, rather than administering large departments.

Unlike Y&R's new structure, Ayer left the research and media planning department intact. Y&R incorporates research and media personnel into the working groups.

Ayer's account-services heads will be Exec VPs Dominick Rossi and Warren Albright and Senior VPs David Gantman, Rodger Groves and Charles Meding. The creative heads will be Senior VPs Agi Clark, Keith Gould, Arthur Meranus, Jeffrey Odiorne and John Walsh.

Mr. Rossi is giving up his job as managing director of account services of the whole New York office to manage the BK account. Mr. Gould will head the BK creative team.#

General Mills offers cool holiday treats

By JULIE LIESSE ERICKSON

General Mills this week starts sending out Christmas treats: Betty Crocker brand ice cream novelties with holiday themes.

The five-item line being introduced nationally includes three specially shaped ice cream bars—Frosty Snowmen, Jolly Santas and Merry-Mint Trees—and two ice cream sandwiches—Gingerbread Men and Santa Bears. All packaging carries the Betty Crocker "spoon" logo, the first time General Mills has put that name on an ice cream product.

The novelties are being produced by the marketer's Toledo, Ohio-based Vroman subsidiary, purchased in 1985. Vroman currently makes Gold Rush ice cream bars and Yoplait soft frozen yogurt for General Mills' Yoplait unit.

Although the holiday treats are being marketed during the slowest season for ice cream sales, the new products continue General Mills' effort to give Vroman a greater presence in the $2 billion frozen novelties market.

DDB Needham Worldwide, Chicago, handles advertising for Vroman products, which got $2.7 million in measured-media support in 1986. But a spokeswoman for Minneapolis-based General Mills said there are no plans to advertise the holiday novelties.#

Guccione to buy magazine

'Sat. Review' redux

By PATRICK REILLY

Penthouse Publisher Bob Guccione says he plans to return *Saturday Review* to its highbrow, cultural past and might call on former editor Norman Cousins for help.

Mr. Guccione said he has yet to finalize the format for a revitalized *Saturday Review*, which Penthouse International Ltd., New York, said it will purchase from Manhattan Media Corp. However, he said *Saturday Review* will compete for advertisers with Conde Nast Publications' monthly *Vanity Fair*.

Mr. Cousins, *Saturday Review* editor from 1940 to 1971 and again from 1973 to 1977, said he would offer himself as a consultant to Mr. Guccione if he is asked.

Mr. Guccione said he got a congratulatory note from Mr. Cousins on the announcement of the purchase.

"I assumed he wouldn't be interested," Mr. Guccione said.

Saturday Review flourished under Mr. Cousins, reaching a circulation peak of 650,000 in 1961. After he left the magazine for good in 1978, it had several owners and several reincarnations.

Its latest version featured titillating covers of Hollywood starlets and stories on the latest trends in the arts. Its last issue published, in May

(Continued on Page 104)

Newspaper Advertising Inches; August 1987 vs. August 1986 (Standard Advertising Units in the Media Records Conversion System)

AKRON, OH

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Beacon Journal (M)	89.444	——	91.577	——
Beacon Journal (S)	81.116	——	76.074	——
Grand Total	170.560	——	167.651	——

NOTE: Beacon Journal changed from evening to morning publication effective July 13, 1987.

ALLENTOWN, PA

Call (M)	155.557	——	149.294	——
Call (S)	95.563	——	102.763	——
Grand Total	251.120	——	252.057	——

NOTE: Part run figures not available.

ASBURY PARK, NJ

Press (E)	193.008	24.024	196.291	25.244
Press (S)	184.756	20.297	168.829	21.009
Grand Total	377.764	44.321	365.120	46.253

ATLANTA, GA

Constitution (M)	164.881	82.306	169.502	69.131
Journal (E)	166.036	78.324	164.203	69.562
Journal & Constitution (S)	150.501	84.810	147.287	84.338
Journal & Constitution (Sat)	59.042	1.824	52.980	——
Grand Total	540.460	247.264	533.972	223.031

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

Sun (M)	135.679	10.070	134.209	5.149
Sun (E)	112.829	10.084	102.515	5.144
Sun (S)	175.712	64.774	183.003	62.921
Grand Total	424.220	84.928	419.727	73.214

BERGEN COUNTY, NJ

Record (E)	148.761	20.362	159.102	18.548
Record (S)	173.139	54.711	162.266	50.948
Grand Total	321.900	75.073	321.368	69.496

BOSTON, MA

Herald (M)	85.899	——	79.900	——
Herald (S)	24.010	53.396	21.564	42.229
Globe (M)	135.083	12.254	132.210	12.369
Globe (S)	223.268	45.412	201.438	36.270
Grand Total	468.260	111.062	435.112	90.868

BUFFALO, NY

News (AD)	96.067	33.727	115.701	22.562
News (S)	71.543	41.951	65.252	35.122
Grand Total	167.610	75.678	180.953	57.684

CAMDEN, NJ

Courier-Post (E)	130.599	20.121	125.468	14.476
Courier-Post (S)	80.155	22.743	64.219	19.721
Grand Total	210.754	42.864	189.687	34.197

CHARLOTTE, NC

Observer (M)	122.618	——	128.639	——
Observer (S)	82.674	——	80.450	——
Grand Total	205.292	——	209.089	——

NOTE: Part run figures not available.

CHICAGO, IL

*Tribune (M)	117.399	251.557	121.593	250.907
*Tribune (S)	122.110	99.593	105.314	85.598
Sun-Times (M)	128.937	80.230	135.873	77.058
Sun-Times (S)	51.623	71.706	62.861	44.555
Grand Total	420.069	503.086	425.641	458.118

NOTE: Tribune figures supplied by publisher to Media Records. 1987 figures represent advertising for 8/03/87 - 8/30/87.

CINCINNATI, OH

Enquirer (M)	143.049	13.718	167.491	6.740
Enquirer (S)	163.861	11.800	151.035	18.073
Post (E)	71.627	32.350	74.495	21.959
Grand Total	378.537	57.868	393.021	46.772

CLEVELAND, OH

Plain Dealer (M)	131.101	33.366	134.093	29.175
Plain Dealer (S)	129.402	6.149	127.626	12.870
Grand Total	260.503	39.515	261.719	42.045

DALLAS, TX

News (M)	277.323	10.997	305.061	10.797
News (S)	190.218	15.605	184.869	17.096
Times-Herald (AD)	201.827	30.986	234.386	39.720
Times-Herald (S)	137.725	26.466	135.253	25.800
Grand Total	807.093	84.054	859.569	93.353

DENVER, CO

Rocky Mt. News (M)	265.399	21.942	269.429	1.721
Rocky Mt. News (S)	74.854	35.071	104.384	897
Post (M)	163.624	45.875	188.399	13.353
Post (S)	112.074	31.608	131.483	3.842
Grand Total	620.95	134.496	693.695	19.813

DETROIT, MI

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Free Press (M)	96.899	51.937	100.127	48.293
Free Press (S)	56.744	48.889	68.177	19.929
News (AD)	161.282	41.535	155.036	38.917
News (S)	110.831	41.941	104.283	41.637
Grand Total	425.756	184.302	427.623	148.776

ESCONDIDO, CA

Times-Advocate (E)	96.566	1.688	100.319	2.299
Times-Advocate (S)	53.773	——	55.255	71
Grand Total	150.339	1.688	155.574	2.370

FORT LAUDERDALE, FL

News & Sun-Sentinel (S)	121.392	——	115.922	——
Sun-Sentinel (M)	254.090	——	270.222	——
Grand Total	375.482	——	386.144	——

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	74.628	——	70.166	——
Journal Gazette (S)	76.596	——	62.280	——
News Sentinel (E)	77.293	——	79.788	——
Grand Total	228.517	——	212.234	——

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	75.048	13.090	70.824	1.582
Time (S)	75.362	8.643	72.913	——
Advocate (E)	97.404	24.629	96.914	17.854
Advocate (S)	78.540	7.560	68.939	1.032
Grand Total	326.054	53.922	309.590	20.468

HARTFORD, CT

Courant (M)	143.151	35.744	143.539	27.461
Courant (S)	87.763	159.043	85.922	148.942
Grand Total	230.914	194.787	229.461	176.403

HONOLULU, HI

Advertiser (M)	120.445	——	123.066	——
Star-Bulletin (E)	111.701	——	115.251	——
Star-Bulletin & Advertiser (S)	97.060	——	86.976	——
Grand Total	329.206	——	325.293	——

HOUSTON, TX

Chronicle (AD)	225.191	36.462	223.176	49.748
Chronicle (S)	144.968	44.292	131.701	49.747
Post (M)	155.190	38.956	150.585	32.736
Post (S)	86.487	38.536	81.409	30.537
Grand Total	611.836	158.246	586.871	162.768

LONG BEACH, CA

Press Telegram (M)	110.945	52.277	120.719	31.184
Press Telegram (S)	65.099	7.663	62.239	4.438
Grand Total	176.044	59.940	182.958	35.622

LONG ISLAND, NY

Newsday (E)	100.501	122.930	137.887	99.846
Newsday (S)	82.525	126.521	101.662	122.391
Grand Total	183.026	249.451	239.549	222.237

LOS ANGELES, CA

Times (M)	288.785	291.340	291.664	274.965
Times (S)	193.642	108.616	181.936	109.570
Herald-Examiner (M)	72.349	5.355	60.763	9.933
Herald-Examiner (S)	21.295	8.783	15.477	9.968
Grand Total	576.072	414.094	549.840	404.436

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	188.447	31.606	191.585	39.762
News (S)	100.417	4.973	100.991	1.297
Grand Total	288.864	36.579	292.576	41.059

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	227.637	——	222.570	——
Grand Total	227.637	——	222.570	——

NOTE: Figures supplied by publisher to Media Records.

*MEMPHIS, TN

Commercial Appeal (M)	143.365	65.499	133.561	109.898
Commercial Appeal (S)	121.083	17.636	109.047	7.724
Grand Total	264.448	83.137	242.614	117.622

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
Herald (M)	134.481	——	161.925	——
Herald (S)	98.922	——	97.243	——
News (E)	51.919	——	61.163	——
Grand Total	285.322	——	320.331	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	104.910	27.144	108.183	19.512
Star & Tribune (S)	176.067	7.556	152.016	5.030
Star & Tribune (Sat)	29.784	——	29.580	——
Grand Total	310.761	34.700	289.779	24.542

*NASHVILLE, TN

Banner (E)	105.180	——	109.344	——
Tennessean (M)	105.821	——	110.905	——
Tennessean (S)	118.005	——	99.383	——
Grand Total	329.006	——	319.632	——

NOTE: Figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	88.076	2.210	88.194	2.684
Home News (S)	94.396	15.828	94.148	7.870
Grand Total	182.472	18.038	182.342	10.554

NEW YORK, NY

Times (M)	141.430	16.454	135.411	14.631
Times (S)	204.884	124.157	189.682	102.332
News (M)	64.107	77.872	60.780	84.581
News (S)	48.630	96.454	38.637	100.067
Post (AD)	69.083	1.336	53.868	1.159
Grand Total	528.134	316.273	478.378	302.770

NEWARK, NJ

Star Ledger (M)	206.193	4.626	204.084	5.405
Star Ledger (S)	246.104	37.303	207.489	30.243
Grand Total	452.297	41.929	411.573	35.648

OAKLAND, CA

Tribune (M)	81.070	81.305	84.526	80.052
Tribune (S)	45.085	59.864	36.763	54.202
Grand Total	126.155	141.169	121.289	134.254

OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY

Blade-Tribune (E)	88.214	5.884	101.043	4.448
Blade-Tribune (S)	62.915	720	60.570	1.913
Grand Total	151.129	6.604	161.613	6.361

NOTE: Blade-Tribune Evening published five days a week only.

ORANGE COUNTY, CA

Register (AD)	321.920	75.942	321.278	80.754
Register (S)	154.937	928	147.192	7.937
Grand Total	476.857	76.870	468.470	88.691

PHILADELPHIA, PA

Inquirer (M)	141.318	32.548	141.087	36.181
Inquirer (S)	145.798	87.385	137.122	61.335
News (E)	76.472	3.673	77.696	2.396
Grand Total	363.588	123.606	355.905	99.912

*PHOENIX, AZ

Arizona Republic (M)	212.204	15.692	224.747	8.768
Arizona Republic (S)	134.700	——	141.351	——
Gazette (E)	202.761	15.827	216.154	8.972
Grand Total	549.665	31.519	582.252	17.740

NOTE: Figures supplied by publisher to Media Records.

*PROVIDENCE, RI

Journal (M)	87.398	143.313	77.846	81.852
Journal (S)	112.502	48.750	102.400	55.434
Grand Total	199.900	192.063	180.246	137.286

NOTE: Figures supplied by publisher to Media Records.

*ST. LOUIS, MO

Post Dispatch (M)	109.295	28.975	114.964	30.198
Post Dispatch (S)	151.054	——	146.314	——
Grand Total	260.349	28.975	261.278	30.198

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	88.060	——	89.273	——
Pioneer Press Dispatch (S)	136.468	——	125.423	——
Grand Total	224.528	——	214.696	——

NOTE: Part run figures not available.

SAN ANTONIO, TX

Express News (AD)	105.281	48.537	117.120	46.182
Express News (S)	91.066	29.398	88.149	38.656
Express News (Sat)	42.302	——	44.221	——
Light (AD)	124.839	21.468	146.991	17.091
Light (S)	97.927	7.365	102.831	11.617
Light (Sat)	33.468	1.964	33.160	2.227
Grand Total	494.883	108.732	532.482	115.773

NOTE: Express News All Day and Light All Day published five days a week only.

SAN DIEGO, CA

Union (M)	208.164	40.810	210.288	31.762
Union (S)	150.840	879	146.589	——
Tribune (E)	210.617	38.058	214.159	31.300
Grand Total	569.621	79.747	571.046	63.062

SAN FRANCISCO, CA

Chronicle (M)	122.130	62.582	124.124	77.689
Examiner (E)	119.770	64.221	——	——
Examiner & Chronicle (S)	89.883	45.933	81.484	58.274
Grand Total	331.783	172.736	205.608	135.963

NOTE: 1986 Examiner Evening figures not available.

SAN JOSE, CA

Mercury News (AD)	284.927	14.417	277.939	22.448
Mercury News (S)	175.384	——	173.681	843
Grand Total	460.311	14.417	451.620	23.291

*STATE COLLEGE, PA

Centre Times (E)	78.850	4.335	73.639	3.794
Centre Times (S)	44.289	226	44.785	569
Grand Total	123.139	4.562	118.424	4.363

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	100.850	——	117.993	——
Blade (S)	120.667	——	108.805	——
Grand Total	221.517	——	226.798	——

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	246.727	37.904	246.412	35.214
Post (S)	165.510	59.197	170.203	47.389
Grand Total	412.237	97.101	416.615	82.603

WASHINGTON, DC SUBURBAN GROUP

Montgomery Journal (M)	55.105	227	61.733	699
Fairfax Journal (M)	64.798	1.089	72.877	991
Grand Total	119.903	1.316	134.610	1.690

NOTE: Montgomery Journal Morning and Fairfax Journal Morning published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	87.267	6.387	84.042	10.579
Reporter Dispatch (S)	85.766	33.910	97.929	22.920
Grand Total	173.033	40.297	181.971	33.499

WICHITA, KS

Eagle-Beacon (M)	104.410	——	126.112	——
Eagle-Beacon (S)	98.832	——	84.508	——
Grand Total	203.242	——	210.620	——

NOTE: Part run figures not available.

Source: Media Records

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REPORTING METHODOLOGY

Media Records continues to measure in inage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

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